

# RMS KREATION FROM CONCEPT TO PRODUCTION



# Agenda

What I would like to show you today

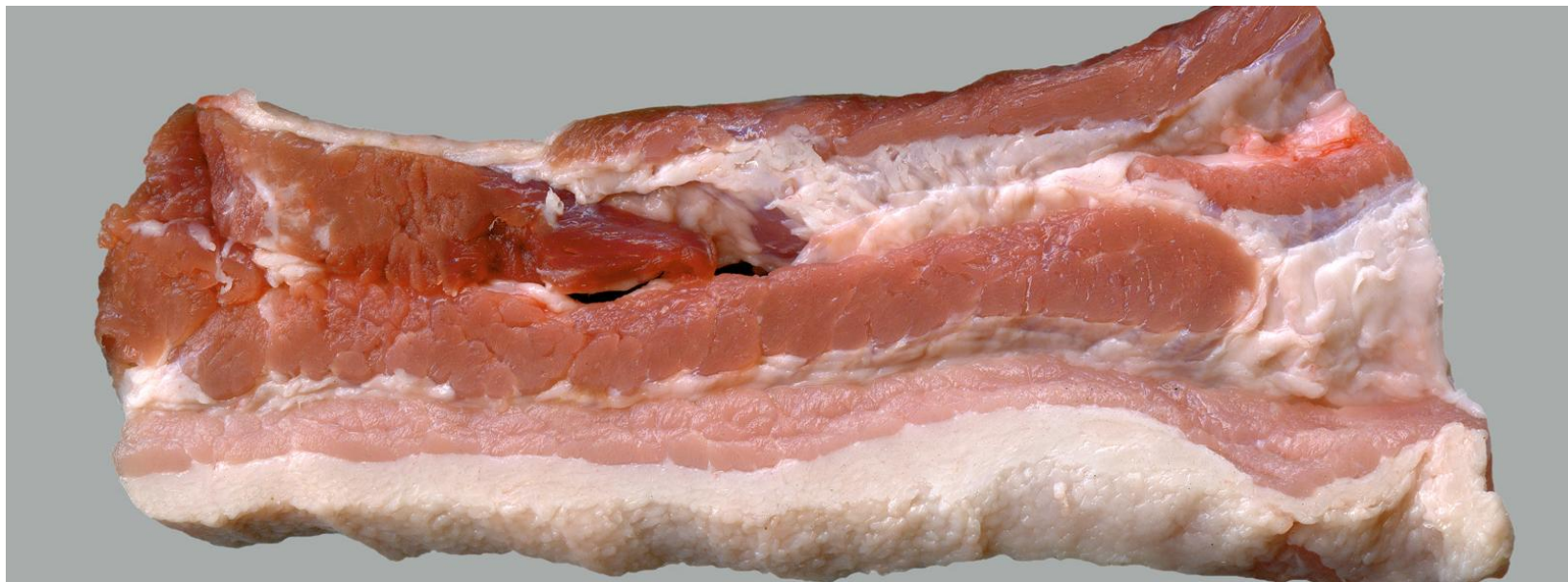
**1. RMS Kreation** – how it all began

**2. RMS Kreation** – our aims and services

**3. RMS Kreation** – our success stories



**This is a Schweinebauch. And this is the reason why we started to push creativity a couple of years ago**



# For a very long time, audio advertising has been treated poorly by advertisers and ad agencies

On the one side audio advertising...

...was not really in the creative focus of regular ad agencies

...has traditionally a more complementary role in the media mix

On the other side audio advertising...

...had a demand from advertisers who looked for a convenient way to get high-class audio productions



## As the major German audio marketer, RMS aimed to lift the creative quality of audio advertising

We wanted...

...to proof that audio advertising can effectively support more than just short-term sales targets

...to further raise the awareness of the marketing scene for audio advertising

...and – of course – to directly improve the creative work for more successful audio campaigns!



# Nowadays, our creative know-how is footed on three measures

## Events

### RMS RAMSES AWARD

First time hosted in 1995, RAMSES AWARD is the leading German audio award, rewarding the best audio campaigns in the categories best audio brand, best audio idea, best audio talent, best audio success and Grand Prix.



RAMSES AWARD

### RMS Texterworkshop

First time hosted in 1998, Texterworkshop is a young talent competition, rewarding up-and-coming creative people who convince the jury best with their spot idea for a briefed audio campaign.



## Services

### RMS Kreation

Founded in 2010, RMS Kreation rounds up our service offer. With RMS Kreation, we on the one hand break down barriers that impede the booking of audio advertising, and on the other hand secure a higher effectiveness of audio advertising.





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# Naturally, the major aim of RMS Kreation is to increase income

RMS Kreation...

...helps to break down barriers that impede the booking of audio advertising

...supports to bring in new clients and additional media budgets

...secures extra income by additional fees for spot creation





# RMS Kreation: All services from analysis to production

We know how to make people listen!



Our service reaches from analysis to production.

We start with sophisticated test methods to analyse both – impact and appeal of spots.

And for the final spot implementation, we have a pool of creative partners at hand for all questions concerning creative audio spots.

# 1. Analysis

“Can you check if my spot still works in terms of my target?”



## No problem!

With our tool IMAS Spot Test, we analyse spots in terms of impact and appeal. In the case of results below average, a spot should be optimized.



## 2. Optimization

“Do you have any ideas how to improve my spot?”



### **Sure we have!**

With our creative experts, we evaluate and optimize every aspect of your spot – brand fit, brand impact, product benefit and creative details like sounds and voices.

### 3. Conception

“My ad agency has no audio experience. Could you help me out?”



**Yes, we can!**

We analysed the success of 2.237 audio campaigns and co-operate with various experienced audio agencies. We know what makes a spot work well.

### 3. Production

“I do not have a spot. Can you take over the production?”



**You're welcome!**

We co-operate with some of the best German audio agencies – and co-ordinate the entire production process. From the first text layout to the final spot.

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# Case 1: How we optimized Hansano's audio campaign

A success story from analysis to production

## Challenge

- According to a first IMAS Spot Test wave, Hansano's initial spots showed solid overall results, but lacked brand fit, branding power and showed slight creative weaknesses

## Solution

- Together with one of our partner agencies, we analysed the spot as well as the test results and came up with optimized spot versions



# Case 1: How we optimized Hansano's audio campaign

This is how Hansano's spots sounded

Hansano spot



before optimization

Daddy...

Yes

Why should you buy Hansano Milk?

Because it is not unnecessarily made long-living

Why is that good?

Because than it is really fresh

Can I taste it?

It tastes in a way many children do not know  
any more

But I know it than!

Hansano Milk – from here in Northern  
Germany

♪ Jingle ♪

# Case 1: How we optimized Hansano's audio campaign

This is how Hansano's spots sounded

Hansano spot



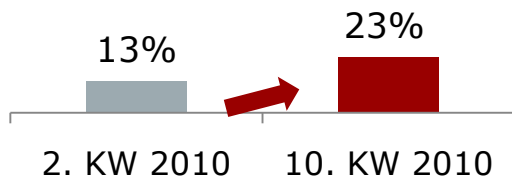
after optimization

Daddy ... why should we buy Hansano Milk?  
Because it is not unnecessarily made long-living  
Why is that good?  
Because than it is really fresh  
Can I taste it?  
Yes! The milk tastes in a way many children  
do not know any more  
But I, I know it than!  
Hansano Milk – from here in Northern  
Germany  
♪ Jingle ♪

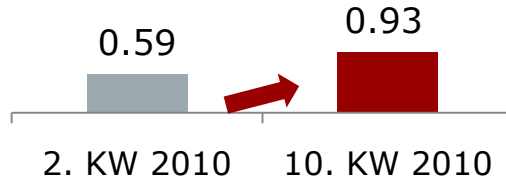
## Case: How we optimized Hansano's audio campaign

The optimized spot showed better results in every respect

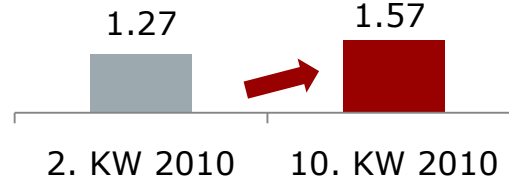
Spontaneous Spot Recall



Impact Index



Appeal Index



### Results:

- Due to a much better branding, the spontaneous spot recall could be nearly doubled
- Due to a fresher and better articulated composition, the impact increased significantly, too

## Case 2: How we made Samsung a top audio client

Plan offer and spot production just within 2 weeks

### Challenge

- For advertising its cameras and flatscreens, Samsung considered in 2012 for the first time to use audio channels. The only condition was, do deliver a proper spot ... just within 2 weeks

### Solution

- We passed this test and made Samsung one of the biggest clients in 2012, increasing their RMS budget to 4 million Euro p.a.



# Case 1: How we made Samsung a top audio client

Further spot productions followed

## Samsung Smart Camera



Welcome to the travel center ... how can I help you?

I need two return tickets to Madrid ... but as cheap as possible

Than I recommend you a Samsung Smart Camera!

Ehhh – what?

Just buy know until Aug 31<sup>st</sup> a Samsung Smart Camera und get two flight tickets for Europe for free!

More information at all participating dealers or at [samsung.de](http://samsung.de)

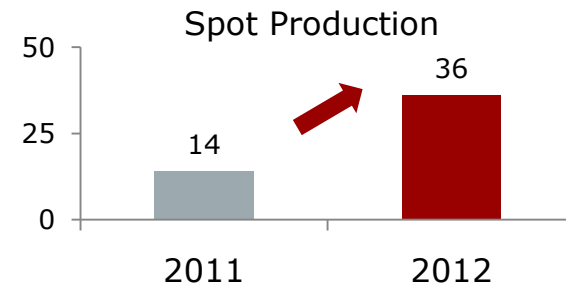
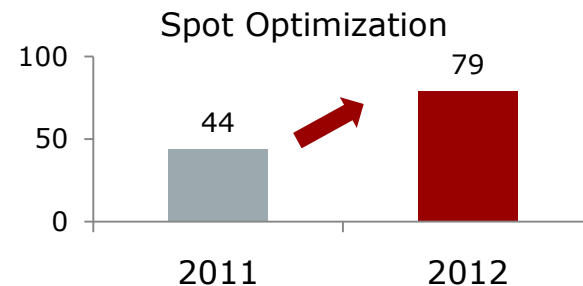
♪ Jingle ♪



# RMS Kreation strongly helps to gain new business

In 2012, 36 spot campaigns were produced

Due to the help of RMS Kreation, a media value of **6,0 million Euro gross** was generated in 2012 with new business clients!



# THANK YOU!



## In case of further questions...

...please just let me know!



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# IMAS PsychoMeter

## Test Design

- IMAS PsychoMeter is a standardised advertising test to measure the impact and appeal of a radio spot
- Every spot is measured in a test setup with 20 other radio spots
- So far, more than 3.500 radio spots have been tested by IMAS
- It is recommended that every spot with results below average should be optimized

Target Group			Locations	
	♂	♀		
16-29 Years	50	50	Hamburg	
			Köln	
			Nürnberg	
30-50 Years	50	50	Stuttgart	
			Leipzig	
Test Setup			Results	
20 Spots			Impact	
			Appeal	